



# The Green Power Partnership

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# Presentation Overview

*What is Green Power?*

*Why Green Power?*

*The Green Power Market*

*The Green Power Partnership*



# What is Green Power?

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- **Environmentally-differentiated electricity**
- **Electricity that is entirely or significantly generated from:**



# Why Green Power?

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- **Renewables are ready**
  - cost competitive
  - available nationwide
- **Offers a big environmental bang for the buck**
  - electricity is single largest industrial source of air pollution
  - electricity accounted for the largest share of CO<sub>2</sub> emissions from fossil fuel combustion, approximately 42% in 2000
  - a small fraction of your electricity budget offers big environmental and collateral benefits
- **The green power market needs leaders!**



# Why Green Power?

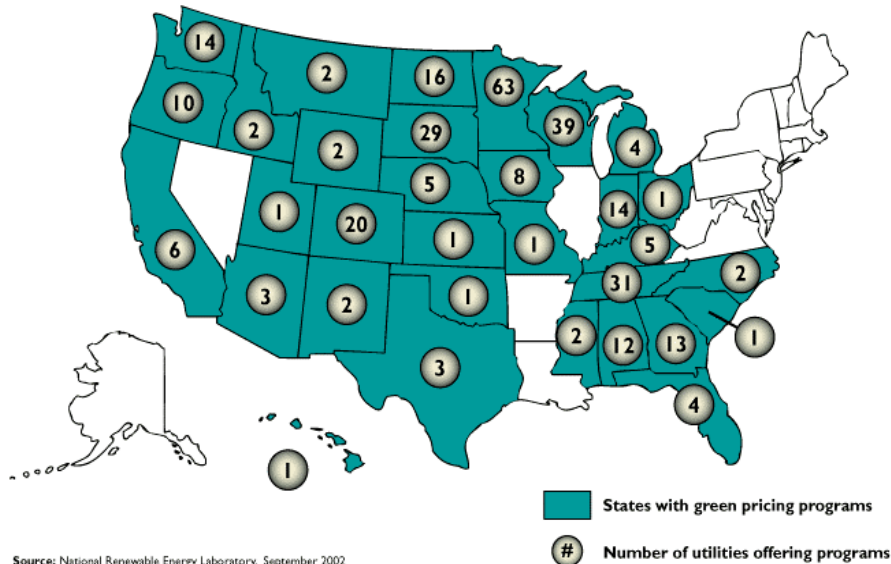
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- **Diversified electricity generation mix**
  - fuel price stability
  - reduced electricity prices
  - energy security
- **Rural and other economic development**
- **Customer choice and education**



# The Green Power Market

## Utility Green Pricing Activities

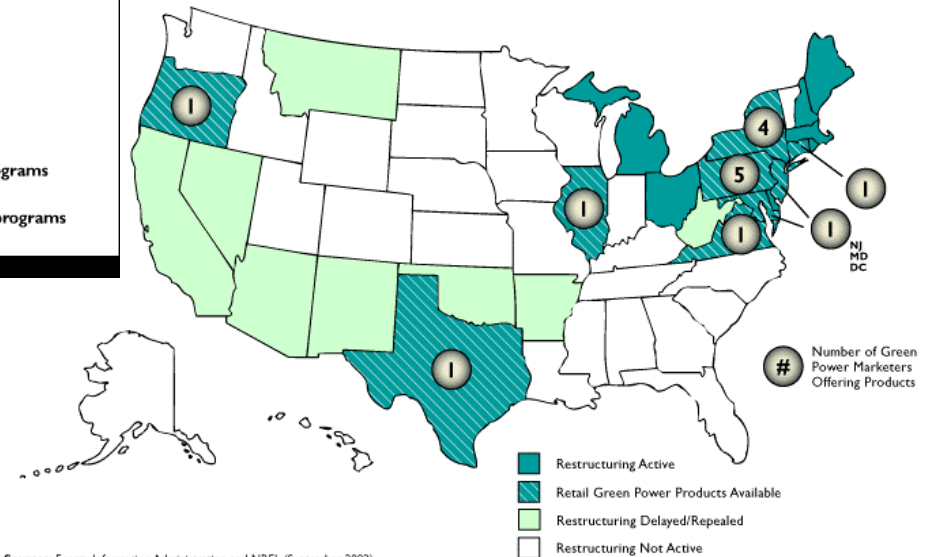


Source: National Renewable Energy Laboratory, September 2002

## Available Nationwide

- Green Tags
- On-Site

## Green Power Marketing Activity in Competitive Electricity Markets



Sources: Energy Information Administration and NREL (September 2002)

# The Green Power Market

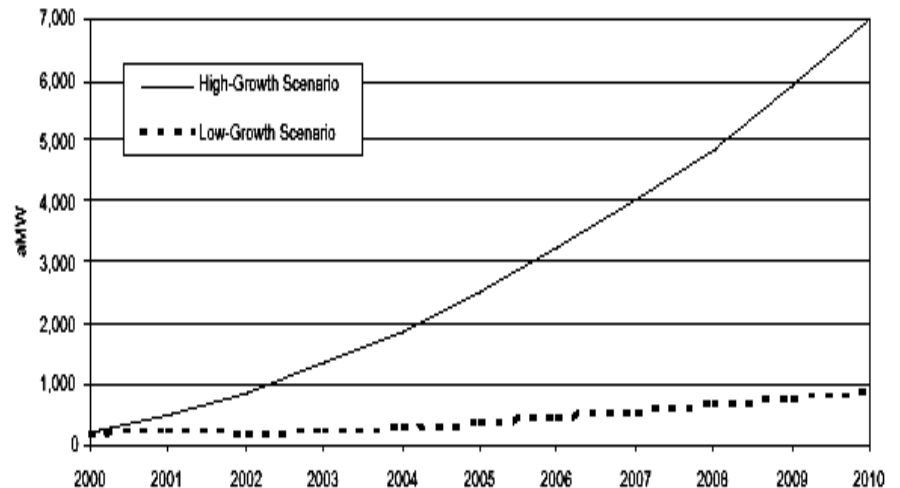
- **New renewables serving the market**

Source	Added (MW)	%	Planned* (MW)	%
wind	603.5	93.1	347.9	79.0
solar	4.2	0.7	1.8	0.4
sm. hydro	6.5	1.0	1.9	0.4
biomass	28.9	4.5	38.9	8.8
geothermal	5.0	0.8	49.9	11.3
<b>TOTAL</b>	<b>648.2</b>	<b>100</b>	<b>440.6</b>	<b>100</b>

Source: Lori Bird and Blair Swezey, National Renewable Energy Laboratory, January 2002  
Note: "Planned" = either already under construction or formally announced

- **1000-7000 new MW forecast for 2010**

Source: Forecasting the Growth of Green Power Markets in the United States: NREL, Oct., 2001



# The Green Power Partnership

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- **Goal –**
  - reduce the emissions associated with electricity generation
- **Objective –**
  - build market for green power among commercial, industrial and public sector organizations
  - standardize green power procurement as part of best practice environmental management



# Partnership Benefits

- **Procurement assistance**
  - A Guide to Buying & Benefiting from Green Power
- **Public recognition**
  - communications and press assistance
  - logo usage
  - awards
- **Peer networking**
  - Partners' Forums
  - Newsletter



# Partnership Pledge

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- **Switch a percentage of electricity within a year**
  - using eligible renewable resources
    - solar, wind, geothermal, biogas, biomass, and small hydro
    - follow Green-e regional eligible resource standards
    - 5% of the commitment must be “new” renewable resources\*
  - in any combination of grid-based green power, renewable energy certificates, and on-site power generation
  - a facility, an operating unit, all facilities within a utility service territory or state, or entire organization can join
- **Provide annual updates**
  - on electricity usage, percentage of “new” renewables in commitment, provider, and resource type



# Partnership Pledge

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Electricity	Partnership	Leadership Club
> 100,000 MWh	2%	8%
< 100,000 MWh	3%	12%
< 50,000 MWh		18%
< 10,000 MWh	6%	24%
< 1,000 MWh	10%	40%
< 100 MWh	15%	60%



# Public Sector Partners

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## Over 90 Partners now, including ...

### • States

- The State of Illinois
- The State of Maryland
- The State of New Jersey
- The State of Utah's Energy Office

### • Federal Agencies

- US Army / Walter Reed Army Medical Center, Adelphi Labs, and Fort McNair
- US Department of Agriculture / HQ Complex
- US Department of Energy / Denver Regional Facilities, Forrestal and Germantown, MD Headquarters Facilities
- US Environmental Protection Agency
- US General Service Administration / Binghamton & Pirnie Federal Building
- US National Park Service / Independence National Park

### • Counties

- Alameda County, CA / GSA facilities
- Arlington County, VA
- Lake County, IL / Public Building Commission & Waste Water Treatment
- Montgomery County, MD

### • Cities

- City of Chicago, IL
- City of Portland, OR
- City of Santa Monica, CA
- District of Columbia / Reeves Center & 2 Public Schools
- Village of Mackinaw, MI



# 2002 Green Power Leadership Award Winners

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## **PARTNER OF THE YEAR**

- Kinko's
- City of Chicago

## **Grid-Connected Green Power Award**

- Advanced Micro Devices
- State of New Jersey

## **Renewable Energy Certificates Awards**

- Pennsylvania State University
- University of Pennsylvania

## **On-Site Generation Awards**

- County of Alameda, CA
- Johnson & Johnson



# **The Bottom Line:**

## **Build Demand for Renewable Energy**

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- **Green power has significant benefits**
  - environment
  - electricity rates
  - energy security
- **Green power has public support**
- **Partnering with EPA makes switching to green power easier and more rewarding**
  - Website has materials including the Letter of Intent



# www.epa.gov/greenpower

